

RJ REYNOLDS
TOBACCO COMPANY

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TO: ALL CENTRAL JERSEY REPS

FROM: C.A. DIBENEDETTO

DATE: MARCH 24, 1995

SUBJECT: GRIND THE GEAR
LOCAL PERFORMANCE CONTEST

As discussed on voice mail, Philip Morris is placing tremendous resources on their new Marlboro Gear Catalog. While it is fun to incorporate this into a local performance contest, we must take this as a serious threat to RJR. I am looking forward to everyone participating in this contest whole heartedly and taking back the calls. Enclosed you will find the contest guidelines.

CC: M.A. Young
F.E. Cook

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